

Polishes in Saudi Arabia

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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Report description:

Demand for polish continued to rise in 2023, following the retail volume declines of 2020 due to pandemic-induced home seclusion. The latter resulted in waning interest in polishing one's footwear, for instance, with the latter experiencing the strongest decline in 2020.

Euromonitor International's Polishes in Saudi Arabia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Polishes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Improving demand for shoe polish, driven by mobility and expanding workforce

Increasing competition from more convenient and sophisticated floor cleaners

Price promotions remain relevant to drive up volumes

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Lack of innovation will challenge potential for stronger value growth

Floor polish will be one of the weaker performers due to ongoing competition

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